

**WHAT IS CLAIMED IS:**

1. A method for switching a commercial for a user, the method comprising the steps of:

- 5 obtaining a user profile indicating television commercials preferred by said user;  
analyzing incoming television programs in a channel viewed by said user to detect the beginning and ending positions of each commercial between said television programs;  
comparing said detected commercial to said user profile to determine whether said detected commercial is desired by said user;
- 10 retrieving a replacement commercial preferred by said user from a storage means if said detected commercial is not like by said user; and,  
switching said detected commercial with said replacement commercial.

2. The method of claim 1, wherein said analyzing step further includes the steps of :
- 15 detecting a frequency of key words that appeared within a predetermined time period;  
comparing said detected frequency to a threshold value; and,  
classifying as the beginning and ending of a new commercial if said detected
- 20 frequency exceeds a threshold value.

3. The method of claim 1, wherein said analyzing step further comprising the step of converting the video signals of said incoming television programs into a time-based map of closed captioning data.

5 4. The method of claim 1, further comprising the step of storing a plurality of prerecorded commercials liked by said user from a plurality of television channels in said storage means.

10 5. The method of claim 1, further comprising the step of storing said profile data in a user profile storage means.

15 6. The method of claim 1, wherein said user profile obtaining step further comprises the step of interactively creating said user profile in advance of said analysis step of said television programs.

7. The method of claim 1, further comprising the step of selectively imposing an additional advertisement charge if said switching step is performed.

8. A method for switching a commercial for a user, the method comprising the steps of:

obtaining a viewing history for said user;

analyzing incoming television programs in a channel viewed by said user to detect  
5 the beginning and ending positions of each commercial between said television programs;

comparing said detected commercial to said viewing history to determine whether  
said detected commercial is liked by said user;

retrieving a replacement commercial liked by said user from a storage means if said  
detected commercial is not liked by said user; and,

10 switching said detected commercial with said replacement commercial.

9. The method of claim 8, wherein said viewing history obtaining step  
comprises the steps of:

monitoring data representative of a plurality of commercials watched by said user  
15 for a predetermined time period;

analyzing the data to classify said plurality of commercials into a preference map of  
commercials mostly watched by said user; and,

storing said preference map in said storage means.

20 10. The method of claim 8, wherein said analyzing step further comprising the  
step of converting the video signals of said incoming television programs into a time-based  
map of closed captioning data.

11. The method of claim 8, wherein said analyzing step further includes the steps of :

detecting the frequency of key words appearing within a predetermined time period;

5 comparing said detected frequency to a threshold value; and,

classifying as the beginning and ending of a new commercial if said detected frequency exceeds a threshold value.

12. The method of claim 8, further comprising the step of storing a plurality of pre-recorded commercials liked by said user from a plurality of television channels in said storage means.

13. The method of claim 8, further comprising the step of selectively imposing an additional advertisement charge if said switching step is performed.

14. A system for switching a commercial for a user, comprising:  
a memory for storing a computer-readable code; and,  
a processor operatively coupled to said memory, said processor configured to:  
obtain data representative of television commercials liked by said user;  
20 analyze incoming television programs in a channel viewed by said user to detect the beginning and ending positions of each commercial between said television programs;  
compare said detected commercial to said user profile to determine whether said

detected commercial is liked by said user;

retrieve a replacement commercial liked by said user from a storage means if said detected commercial is not liked by said user; and,

swap said detected commercial with said replacement commercial.

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15. A system for switching a commercial for a user, comprising:

a first storage means for storing data representative of a plurality of commercials liked by said user;

10 a detection means, coupled to receive incoming television programs viewed by said user, for detecting the beginning and ending of each commercial in said television programs;

a second storage means for storing a plurality of pre-recorded commercials liked by said user from a plurality of television channels;

15 a controlling means, coupled to said first storage means, said detection means, and said second storage means for determining whether said detected commercial in a particular channel is liked by said user based on a comparison between said detected commercial and the data stored in said first storage means; and,

20 a switch means coupled to said controlling means for switching a commercial not liked by said user in a current channel with a pre-recorded commercial liked by said user from said second storage means.

16. The system of claim 15, further comprising a converting means for converting said incoming television programs into a time-based map of closed captioning data.

5 17. The system of claim 15, further comprising a display means for displaying the output signals of said switching means.

18. The method of claim 15, wherein the data representative of said plurality of commercials liked by said user is interactively created in advance.